IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

David R. Miller, et al.

Title:

HOUSEHOLD LEVEL SEGMENTATION

METHOD AND SYSTEM

Appl. No.:

09/872,457

Filing Date:

June 1, 2001

Examiner:

Corrielus, Jean M.

Art Unit:

2162

Confirmation No.: 3014

AMENDMENT UNDER RULE 1.116 TRANSMITTAL

MAIL STOP AF Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

A Reply and Amendment in the above-identified application

Moreover in the Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635

App. No. 09/872,457 Amdt. Dated July 20, 2007 Reply to Advisory Action of July 10, 2007 Attv. Dkt. No. 2174-101

of DUCKOR SPRADLING METZGER & WYNNE. If any such payment also requires a petition or extension request, please construe this authorization to pay as the necessary petition or request, which is required to accompany the payment.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date: July 20, 2007

DUCKOR SPRADLING METZGER & WYNNE A Law Corporation 3043 4th Avenue San Diego, California 92103-5801

Telephone No.: 619.209.3000 Facsimile No.: 619.209.3043

Email Address: kleinke@dsmwlaw.com

Bernard L. Kleinke

Attorney for Applicant
Registration No. 22,123